

CONTACT:

**HOUSEHOLD PAPER RECYCLING PROMOTES STRONG ECONOMY,
REDUCES DISPOSAL EXPENSES**

What is America's biggest export to the rest of the world? Believe it or not, it's scrap paper – old newspapers, cardboard boxes, unwanted mail, catalogs, office paper and more.

Scrap paper is now the number one American export commodity by volume. U.S. exports of all types of scrap paper material grew to \$8.4 billion in 2004 – *more than double* the 1999 total. This strong global demand has resulted in not only higher prices for recycled paper in foreign markets, but also a supply shortage for American paper mills.

Recycling paper is good for both the environment and the economy. In Massachusetts, more than 1,400 recycling businesses employ nearly 20,000 people. And recycling just one ton of paper saves 17 trees, 7,000 gallons of water and 212 gallons of fuel, plus keeps 8.5 tons of carbon dioxide out of the air.

Paper recycling is easier than ever. About 40 percent of the waste we generate at home is paper. In one [bag/bin], we can recycle newspapers, inserts, magazines, catalogs, all colors of paper, wrapping paper, greeting cards, telephone books, thin cardboard (such as cereal, cookie and cracker boxes), unwanted mail, envelopes (even those with address windows), paperback books, corrugated cardboard and shredded paper.

One of the best ways to reduce paper waste is to stop unwanted mail from reaching your home or business. A whopping 62 billion pieces of mail are produced each year. Each American receives an average of 41 pounds of unwanted advertising mail annually. All told, the U.S. spends over \$275 million annually to dispose of it. You can reduce the amount of mail you receive by contacting the companies and mailing list brokers directly.

Last year, **[Insert town name]** spent **[insert cost to dispose of paper]** to dispose of paper that could have been recycled instead of paying high disposal fees. The more paper you can divert to recycling, the more **[the town]** will save and be free to spend those dollars on other necessary services.

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